

2024 BUSINESS & MARKETING PROFESSIONAL DEVELOPMENT CONFERENCE

Empowering Educators to Shape the Future of Business and Marketing

MONDAY

Hosted by
Washington DECA

8:00 AM - 4:15 PM

SEPTEMBER

16

 WASHINGTON
DECA DAY FOR ADVISORS

DECA DAY will expand your knowledge base, expose both young and experienced professionals to new ideas, solidify your knowledge, increase your expertise, and engage students more effectively to improve learning outcomes. Don't miss this great opportunity!

TUESDAY

Hosted by WE-BAM
Washington Educators of
Business and Marketing

8:00 AM - 4:15 PM

SEPTEMBER

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 **Washington Educators of
Business & Marketing**

We look forward to a day to unite our Business and Marketing teachers in professional growth, collaboration and networking opportunities. We'll also have important updates about our legislative voice as well as awards and scholarship opportunities available for our teachers. We are building our speaker topics in order for you to be able to walk away with tools you can use next week. Agenda to follow. Sign up early!

WEDNESDAY

Hosted by FBLA

8:00 AM - 4:15 PM

SEPTEMBER

18

Washington
 **FBLA**

Join us for a day of learning, connecting and growing as an FBLA adviser! From starting a new chapter to helping your students succeed in competitive events and leveraging Connect for optimization we will take you on a journey through curated content designed with your experience in mind. Be the first to have access to 2024-25 FBLA resources and set your chapter up for success!



REGISTER NOW

Contact info@wadeca.org with questions

DECA PD DAY

SEPTEMBER 15-16

CERTIFICATIONS COMPETITION CLASSROOM

SEPTEMBER
15

WASHINGTON DECA NIGHT FOR NEW ADVISORS

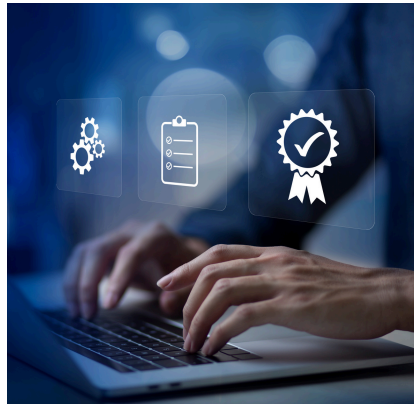
SUNDAY | 3:00 PM - 7:00 PM

Are you a beginner DECA advisor? Join us for this session tailored just for you! We'll discuss 10 essential steps for new chapter advisors and provide valuable resources to guide you through your initial (or 2nd or 3rd or...) year in this role.

SEPTEMBER
16

MONDAY
TRACK 1

CERTIFICATION
SESSIONS
8:00 AM - 4:15 PM



INDUSTRY RECOGNIZED CERTIFICATIONS

The future of work is changing rapidly. DECA Advisors can offer students the opportunity to be fully prepared to step into high-paying, skilled jobs straight out of high school by completing industry-recognized credentials. Offerings:

Adobe, Project Management Ready (PMR), RISE Up (4 retail training certs), Digital Literacy, Intro to IT, Microsoft Office (2019 or 365 Web Apps (Word, Word Expert, Excel, Excel Expert, PPT, Outlook)), Microsoft Certified Fundamentals:

- Azure Fundamentals, 365 Fundamentals, Azure AI Fundamentals, Azure Data Fundamentals, Power Platform Fundamentals, Dynamics 365 Fundamentals CRM, Dynamics 365 Fundamentals,
- Microsoft Security, Compliance, and Identity Fundamentals
- Educator Tech Literacy (Microsoft Certified Educator)
- Adobe Express + Various Certifications

SEPTEMBER
16

MONDAY
TRACK 2

COMPETITION
RESOURCES
8:00 AM - 4:15 PM



COMPETITION & CLASSROOMS

Come gain skills & resources! Help your students excel and improve their classroom and competitive performance. Make your students college and career ready with the knowledge and resources gained in these important sessions.

Breakouts will cover DECA Testing, Competitive Advantages, Navigating and Optimizing DECA+, Personal Finance Curriculum - FREE, Student Mentorship Challenges, Virtual Business Challenge, Stock Market Game

 REGISTER NOW

Contact info@wadeca.org with questions